

MEMORANDUM OF COOPERATION IN THE FIELD OF TOURISM BETWEEN THE JAPAN TOURISM AGENCY OF THE MINISTRY OF LAND, INFRASTRUCTURE, TRANSPORT AND TOURISM OF JAPAN AND THE MINISTRY OF INDUSTRY, TRADE AND TOURISM OF THE KINGDOM OF SPAIN

At Tokyo, on September 22, 2022

The Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism of Japan and the Ministry of Industry, Trade and Tourism of the Kingdom of Spain (hereinafter referred to as "the Participants"),

Desiring to promote cooperation between the two countries in the field of tourism on the basis of equality and mutual benefit,

And considering the Memorandum of Cooperation in the field of tourism between the Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism of Japan and the Ministry of Energy, Tourism and Digital Agenda of the Kingdom of Spain, signed in Tokyo on 5 April 2017, and whose duration will end on 5 April 2023,

Propose as follows:

Paragraph 1. Objective

The objective of this Memorandum of Cooperation is mutual collaboration and cooperation in the field of tourism between the Participants.

Paragraph 2. Areas of Cooperation

The Participants intend to work together in the priority areas illustratively mentioned in Attachment to this Memorandum through the following actions:

- a) Mutually support through the exchange of information and transfer of knowledge, experiences or practices.
- b) Promote and prepare joint activities of interest to the Participants, including organization of major events, and encourage participation in seminars, conferences, fairs and symposia held in the respective countries.
- c) Encourage the exchange of tourism professionals and experts.
- d) Promote the exchange of information, either directly or through the National Tourism Offices that are established in both countries.
- e) Encourage public and private sector investment in tourism.

Paragraph 3. Promotion of tourist flows

The Participants, depending on market conditions and to the extent possible, will work together to encourage tourism exchanges and promote air connectivity between the two countries.

Paragraph 4. Cooperation in multilateral forums

The Participants will develop this cooperation in light of the principles set out by the international organizations of which both countries are members, with special attention to the principles laid out in the Global Code of Ethics for Tourism.

To this end, they will seek a common understanding regarding the activities of the World Tourism Organization and other relevant multilateral bodies.

Paragraph 5. Joint Cooperation Commission

The follow-up and development of this Memorandum of Cooperation will be carried out in the technical meetings held between the respective heads of the offices of the Ministries in charge of tourism and National Tourism Offices in each country.

The results of these meetings will be presented to the Joint Cooperation Commission to be established between the Commissioner of the Japan Tourism Agency and the Spanish Secretary of State for Tourism in order to plan a work program for its implementation and to supervise its application. The heads of the respective National Tourism Offices will form part of the Commission together with such other representatives as may be designated by both Ministries in charge of Tourism.

The Commission will hold its meetings whenever necessary, at the place and on the dates decided by the Participants.

Paragraph 6. Financial Commitments

This Memorandum will not create obligations related to the transfer of financial resources or any other obligations between the Participants.

The financial costs of the activities carried out under this Memorandum of Cooperation will be funded from their respective annual budgets, in line with the respective national legislation.

Paragraph 7. Commencement, Duration and Termination

This Memorandum of Cooperation will be commenced on the date of signature and replaces the "Memorandum of Cooperation in the field of tourism between the Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism of Japan and the Ministry of Energy, Tourism and Digital Agenda of the Kingdom of Spain", signed in Tokyo on 5 April 2017.

This Memorandum of Cooperation will continue for a period of five (5) years and may be automatically extended for one (1) year, unless one of the Participants notifies the other side in writing of its intention to terminate this Memorandum, three months in advance.

Should any tasks remain uncompleted at the time of termination of this Memorandum, the Participants will determine based on mutual consent, the manner and necessary measures for its best completion or termination.

Paragraph 8. Modification

This Memorandum of Cooperation may be modified by written communications between the Participants at any time, in particular with regard to the modification of the priority areas included in Attachment.

Paragraph 9. Dispute Resolution

Any dispute arising in connection with the interpretation and/or implementation of this Memorandum of Cooperation will be resolved amicably through consultations and negotiations between the Participants.

Paragraph 10. International obligations

This Memorandum of Cooperation does not create obligations under public international law.

Done in duplicate, in the English, Japanese and Spanish languages, at the place and on the date indicated above. In case of divergence of interpretation, the English text version will prevail.

FOR THE JAPAN TOURISM
AGENCY OF THE MINISTRY OF
LAND, INFRASTRUCTURE,
TRANSPORT AND TOURISM OF
JAPAN

和田 浩一

Koichi Wada
Commissioner

FOR THE MINISTRY OF
INDUSTRY, TRADE AND
TOURISM OF THE KINGDOM
OF SPAIN



Fernando Valdés Verelst
Secretary of State for Tourism

ATTACHMENT: PRIORITY AREAS OF COOPERATION

The illustrative areas that will receive special support in the implementation of this Memorandum of Cooperation referred to in its Paragraph 2 are the following:

- a) Promotion and marketing strategies
- b) Sustainable development policies, including accessible tourism or regional tourism
- c) Technology and innovation applied to tourism, including smart tourist destinations
- d) Tourism development programs implemented in the respective countries
- e) Collaboration to strengthen air connectivity between the two countries.